



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY

REGION 8

999 18th STREET - SUITE 500
DENVER, COLORADO 80202-2466

SDMS Document ID



2003595

ACCESS AGREEMENT

PROPERTY ADDRESS:

3530 Gaylord St. Denver Co 80205

Mailing Address (If Different than Property Address):

3530 Gaylord St. Denver Co 80205

I will allow Environmental Protection Agency (EPA) staff and EPA's authorized representatives to have access to my property identified above for the purpose of collecting soil samples. I understand that this service is provided at no cost to me.

I understand that this soil testing is part of an investigation of possible metals contamination in soils in the north Denver area. EPA is conducting this investigation as part of its responsibilities under the Comprehensive Environmental Response, Compensation and Liability Act, a law also referred to as "Superfund".

Milton and Linda Long

Print Name

8-2-99

Date

Linda Long

Signature

303-293-9847

Phone Number

Please check the following if applicable:

☐ I would like EPA to provide me with a portion of the sample, called a "split sample," that I may have analyzed at my own expense.

If you have any questions, please contact Ted Fellman at (303) 312-6119, or Marta Valentine from the Morrison Knudsen Corporation (EPA's contractor) at (303) 948-4693.

Your Comments:

Dogs & gate appt

PLEASE SIGN AND RETURN THIS ACCESS AGREEMENT TO OUR CONTRACTOR IN THE ENCLOSED PREPAID ENVELOPE. Soil sampling will take about 1 hour. The owner or resident need not be present. If you would like to be notified when we plan to sample your property, please state so in the Comments section and provide your phone number. Also, pet owners are asked to provide a phone number so that if necessary we may schedule the sampling at a time when the pet will be indoors or restrained. Thank you for participating in this important study of your neighborhood.

NOTE: If you are not the current property owner, and you are not a renter who wishes to forward this request to the owner, please state so in the Comments section and return this agreement unsigned.

ns/05/99 glb,

E-742

Talking Points for Media Contacts

- October is Children's Health Month.
- EPA is sponsoring a National 'campaign on Second Hand Smoke. This campaign is especially important to children in Libby, Montana with the potential environmental risks also posed by asbestos exposure.
- Many studies have shown that the combination of smoking and asbestos exposure is particularly hazardous. Cigarette smokers are 10 times more likely to develop lung cancer than non-smokers. Smokers who are heavily exposed to asbestos are as much as 90 times more likely to develop lung cancer than are non-exposed individuals who do not smoke.
- Children who are exposed to second-hand smoke are exposed to the same toxins as those who inhale cigarette smoke directly. Exposure to second hand smoke has been proven to cause lung cancer and other illnesses.
- It makes sense that if they are exposed to asbestos, and second hand smoke, their risk of developing lung cancer and other diseases greatly increases.
- EPA is working to remove potential asbestos exposure, but smokers, be it parents or any adult around the kids are the ones who can help to remove second-hand smoke from the air children breathe.
- Smoking outside can significantly decrease the chance of others contracting lung disease. Until you can stop, go outside for the kids' sake.
- We'd like your help in sponsoring this community outreach.
- We are providing the PSA's to all Libby News stations. We hope to get a video News Release with Governor Christine Todd Whitman talking about the dangers of second hand smoke. We can provide you with a list of local representatives who can speak to the subject.
- All Libby Newspapers will run display ads. and the local radio station may run a piece. Schools will be sending materials home with the kids and the hospital and clinics will carry information on Second Hand Smoke.
- You can learn more about our efforts to protect children's health at www.epa.gov/children

COMMUNICATION STRATEGY

Date Prepared: 10/9 /01

Prepared By: Wendy Thomi, EPA Community Involvement Coordinator
(406) 441-1150 x241

TOPIC: Media Campaign on Second Hand Smoke

ACTION: Encourage Television News, Radio and Newspaper coverage of
Second Hand Smoke risks. Possible Video News Release.

PURPOSE OF COMMUNICATION:

To educate people about the dangers of second hand smoke and encourage them, until they can quit, to smoke outside instead of exposing others, especially children, to cigarette smoke.

KEY EPA CONTACTS:	work phone	fax	home phone
1) Wendy Thomi	406-441-1150 x241	406-441-1126	406-443-1362
2) Kristy Miller	202-564-9441	202-565-2039	
3) John Wardell	406-441-1123	406-441-1125	

KEY CONTACT IN LIBBY

1) Pam Rhodes	406-293-3951	406-293-3951
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KEY CONTACT IN HELENA

1) Elizabeth Andrews	406-442-2983
2) Gail Beckner	406-457-8924

MESSAGES:

- October is Children's Health Month.
- EPA is sponsoring a National 'campaign on Second Hand Smoke. This campaign is especially important to children in Libby, Montana with the potential environmental risks also posed by asbestos exposure.
- Many studies have shown that the combination of smoking and asbestos exposure is particularly hazardous. Cigarette smokers are 10 times more likely to develop lung cancer than non-smokers. Smokers who are heavily exposed to asbestos are as much as 90 times more likely to develop lung cancer than are non-exposed individuals who do not smoke.
- Children who are exposed to second-hand smoke are exposed to the same toxins as those who inhale cigarette smoke directly. Exposure to second hand smoke has been proven to cause lung cancer and other lung disease.
- It makes sense that if they are exposed to asbestos, and second hand smoke, their risk of developing lung cancer greatly increases.
- EPA is working to remove potential asbestos exposure, but smokers, be it parents or any adult around the kids are the ones who can help to remove second-hand smoke from the air children breathe.
- Smoking outside can significantly decrease the chance of others contracting lung disease. Until you can stop, go outside for the kids' sake.
- We are asking for your support in educating the community about second hand smoke.
- You can learn more about our efforts to protect children's health at www.epa.gov/children

AUDIENCES:

- People who smoke, especially those who smoke indoors.
- People in Libby, Montana.
- People who can help to deliver the message about second-hand smoke such as TV stations, radio stations, newspapers, educators, medical staff and social services.

MEDIA OUTLETS:

TV

KCFW-Kalispell

Channel 9 NBC

P.O. Box 857

Kalispell, MT 59901

Phone: 406-755-5239

Fax: 406-752-8002

PSAs go through parent station

KECI

Kristin Nielsen

304 W. Main

Missoula, MT 59802

Phone: 406-721-2063

Fax: 406-721-2083

[This station needs the PSAs in either a 3/4 inch format or a DVC Pro format to run them. They cannot run the PSAs from a Beta SP format. Find out whether we can get them recorded in the other version. If so, send letter, request to run PSA, timeframe etc., fact sheet, SHS pledge card, PSA's on Beta format, VNR, Contacts for interview - Dr. Andrij Holian in Libby, Dr. Aubrey Miller in Denver, Paul Peronard in Libby, Dr. Michael Spence in Helena, Dr. Brad Black in Libby, Marsha in Libby]

KAJ -Kalispell

Channel 8 CBS

Phone: 406-756-7933 - David Freitas

406-756-5888

Fax: 406-756-5889

PSAs go through parent station

KPAX

Tammy Engle

Operations Manager

1049 W. Central

Missoula, MT 59801

Phone: 406-542-4400

[Send letter, request to run PSA, timeframe etc., fact sheet, SHS pledge card, PSA's on Beta format, VNR, Contacts for interview - Dr. Andrij Holian in Libby, Dr. Aubrey Miller in Denver, Paul Peronard in Libby, Dr. Michael Spence in Helena, Dr. Brad Black in Libby, Marsha in Libby]

KREM - Spokane

Phone: 509-744-8505

Fax: 509-448-6397

Channel 2 - ~~ABC~~ CBS

[Bill Dunbar is coordinating with Steffanie Bell and calling KREM to find out whether health reporter Lisa Meyers, who has previously covered Libby, could interview Governor Whitman in Portland, OR. Bill will also find out who to talk to at KREM with regard to the PSAs].

RadioKLCB-AM/KTNY-FM**Duane Williams**

Phone: 406-293-6234

Fax: 406-293-6235

Montana Public Radio**Sally Mauk**

Phone: 406-243-4075

Fax:

NewspapersThe Montanian**David Latham, Publisher/editor**

Phone: 406-293-8202

Fax: 406-293-8202 (call first)

P.O. Box 946

312 Mineral Ave.

Libby MT 59923

<http://www.libby.org/montanian>The Western News**Roger Morris, Publisher/editor**

Phone: 406-293-4124

Fax: 406-293-7187

P.O. Box 1377

311 California Ave.

Libby MT 59923

<http://www.libby.org/WesternNews/welcome.org>The Tobacco Valley News**Steve Newman**

Phone: 406-296-2514

Fax: 406-296-2515

P.O. Box 307

Eureka, MT 59917

The Daily InterLake**Lynette Hintze, Reporter**

Phone: 406-755-7000

Fax: 406-752-6114

P.O. Box 7610

727 E. Idaho

Kalispell, MT 59904

<http://www.dailyinterlake.com>The Missoulian**Michael Moore**

Phone: 406-523-5252 or 1 800-366-7186

Fax: 406-523-5294

P.O. Box 8029

500 S. Higgins

Missoula, MT 59807

<http://www.missoulian.com/>Spokesman Review**Susan Drumheller, Reporter**

Phone: 208-263-6441

Fax: 208-263-0956

100 N. 1st Ave.

Sandpoint, ID 83864

<http://www.spokesmanreview.com>

CONSIDERATIONS:

Internal:

- Video News Release (interviews with Whitman) will not be ready until at least October 26, 2001.
- Video News Release will increase marketability of the PSAs to Lincoln County and Pacific Northwest news outlets.
- October is Children's Health Month and we would like to run the PSA's and campaign during this month since it focused on children .
- Visits to TV News stations will be planned for the week of October 22 to coincide with Libby Community Advisory Group Meeting.

External:

- Some people in Libby may interpret EPA's campaign as an effort to shift the focus/blame from asbestos to tobacco.
- TV Stations may not all be able to run the PSA around the same time.
- May want to consider giving one (KREM) TV station exclusive coverage for a couple of days.

ATTACHED:

1. Background
2. Smoking Statistics
3. Activity matrix
4. Q&As

Background Summary

An EPA Emergency Response team began working in Libby, Montana on November 23, 1999 in response to newspapers articles reporting that nearly 200 people have died -and hundreds more are ill -- from asbestos-related diseases. The health problems are related to airborne tremolite asbestos released by vermiculite mining and milling in Libby since 1924. It is estimated that at one time 80% of the world's vermiculite came from Libby. W.R. Grace bought the mine in 1963 and operated it until 1990 when the mine closed and reclamation began. In 1994 Grace sold the mine area to the Kootenai Development Company but later repurchased a controlling share of the stock.

The EPA team sampled reported asbestos "hot spots," and several homes with vermiculite insulation. Since that time, a principal EPA task has been to ascertain whether illnesses are from *past* exposures or if exposures are continuing today. Reports of recently diagnosed lung problems are especially worrisome because some occur in people with no known connection to the mine or mill. Worldwide, non-occupational cases of asbestosis are rare.

EPA sampled areas associated with the mine including the main processing areas (Screening plant and Export plant.) All of these areas need cleanup. EPA monitored ambient air for one year around Libby and did not detect asbestos. To date the Agency has sampled approximately 150 homes and several businesses with stationary air monitors (passive). EPA also sampled dust, soil and vermiculite at many of these homes. Currently EPA is conducting active sampling i.e., air samples are taken while there is movement - routine or aggressive stirring up of the air or insulation. Sampling is nearly complete. Results should be available by the end of the summer. EPA found levels of asbestos in the air requiring action at several homes. Some homes have levels of asbestos in the soil or insulation from between 1% - 3%.

EPA is engaged in several time-critical removal actions in Libby. EPA is cleaning up the former processing center, the Screening plant at the base of Rainy Creek Road. The Agency has ordered W.R. Grace to clean up the Export Plant at the old ball fields in Libby. This has been done with EPA oversight. EPA is beginning cleanup of select areas of Plummer Elementary School, Libby High school and Libby Middle School. Two residential properties area also planned for cleanup in the summer of 2001.

In response to a potential need for Long-term funding for cleanup, EPA has begun the process of proposing National Priority List status for Libby. EPA is in the initial stages and is communicating with the citizens of Libby and the State in an effort to gage public interest and concerns with regard to Superfund listing.

EPA is currently working on two other activities that will affect the future of how EPA assesses risks from asbestos. EPA is revising the standard asbestos risk assessment methodology to account for the toxicity of tremolite asbestos. (There is literature indicating that it is more toxic than chrysotile.) The Agency is conducting a performance evaluation study on analytical

techniques to improve the accuracy of asbestos analysis in solid matrices i.e., soil and insulation.

EPA provided funding and technical assistance to ATSDR to administer the Libby Community Environmental Health Project (medical testing). The testing is meant to evaluate the current health status of people who lived in Libby during the period of highest exposure to asbestos i.e., prior to 1990.

EPA has had several public meetings to discuss sampling results and next steps with the community. We have interviewed over 70 residents and community leaders to gauge community concerns and find out how to best keep the public informed. EPA facilitated formation of a Community Advisory Group (CAG) which has met twice a month since January 2000. Diverse representatives from the community continue to set the agendas and discuss issues relevant to the investigation and cleanup of asbestos in Libby. Other topics of discussion include the Community Medical Testing Program, long term health care and economic revitalization. EPA hopes to meet regularly with the business community about largely the same issues the CAG addresses.

EPA is committed to a long term, periodic presence in Libby and will continue to sample and cleanup contaminated areas as they are identified. The Agency will continue to explore long-term funding mechanisms.

Statistics

- Nationwide, 53,000 die annually from second-hand smoke.*
 - Nationwide, 430,000 die annually from tobacco related causes.*
 - 1400 Montanans die annually from tobacco related causes.*
 - 21% of all Montanans smoke.*
 - 38% of Montana High School students smoke.*
 - 23% of Montana 7th and 8th graders smoke.*
 - 12% of Montana males use spit tobacco (double the rate of other western states)*
 - 33% of Montana high school males use spit tobacco.*
 - 3000 Montana youth under 18 become new smokers annually.*
-
- Death from lung cancer is about 7 times more likely to occur among asbestos workers than the general population.**
 - Asbestos workers who smoke have a very high lung cancer risk which is 50-90 times greater than that of the general population.**
 - Cigarette smokers, on the average, are 10 times more likely to develop lung cancer as are non-smokers.**
 - More than 80% of lung cancers are thought to result from smoking.**
 - There is evidence that quitting smoking will reduce the risk of lung cancer among asbestos exposed workers, perhaps by as much as half or more after at least five years without smoking.**
 - A non-smoker who is married to a smoker has a 30% greater risk of developing lung cancer than the spouse of a non-smoker.**
 -

* Statistics from the Centers for Disease Control and Prevention (1997 - 1998)
** Information compiled from the American Cancer Society's Information about Asbestos, Lung Cancer and Malignant Mesothelioma

✓ Activity matrix

Action Item	Date	Responsible Party
Discuss Media Campaign with Paul	7/11/01✓	Wendy
Letter of request to EPA for assistance with campaign	7/16/01✓	Pam
Call George Gulden, MDEQ, about State Support	7/16/01✓	Wendy
Order TV and Radio PSAs, Video News Release, and Newspaper Ads	7/16/01✓	Wendy
Meeting to discuss campaign strategy Ideas, suggestions, changes	7/18/01✓	Pam, Wendy, Kristy
Find out if there are audio sound bites of Whitman?	7/23 - 8/13✓	Kristy, Wendy
Get some talking points written for Governor's office if they want to join in the campaign.	10/5/01✓	Wendy
Provide sample letter of support to George (Community Action Kit)	10/5/01	Wendy
Research contacts at each news outlet. (Gen. Manager, Ad director, News director?)	10/5/01✓	Wendy
Draft talking points for contacts listed below (Community Action Kit)	10/5/01✓	Wendy, Pam Kristy
Prepare a flyer for distribution at day care centers and other social services in Libby.	9/27/01✓	Pam
Prepare a Fact Sheet about ETS and asbestos (See Community Action Kit)	10/5/01✓	Wendy
Call to newspapers. • Discuss how to send ads • Ads (payment) • News story (press release ?)	Week of✓ 10/8	Wendy
Prepare contact sheets for each station of the people to be interviewed.	10/9/01	Wendy

Action Item	Date	Responsible Party
Order Smoke Free Home Pledge Kit 1-800 - 490-9198 EPA 402-E-00-001	10/5/01✓	Pam, Wendy
Get talking points to local contacts to be interviewed.	10/12	Wendy, Pam
Set up meetings with news outlets.	10/23-25	Wendy, Pam
Call Region 10 CI Office re: Spokane stations	10/5✓	Wendy
Face-to-face visit with TV news outlets. Deliver Fact Sheets, PSAs, News Release, Ads, materials <ul style="list-style-type: none"> • Discussion of Issue / Fact Sheet • Request PSA to run for 2-3 months • News story (Video News Release- Whitman - if available)? • Home Pledge kit / Magnets, pencils • Contacts sheet for Local interviews 	week of 10/22	Wendy, Pam
Face to face visit with Radio stations. <ul style="list-style-type: none"> • Discussion of Issue • PSA • News Story (Interviews) 	Week of 10/22	Wendy, Pam, Paul
Meet with Newspapers (Community Action Kit)	Week of 10/22	Pam, Wendy
Q&A in 3 Lincoln County Newspapers + radio <ul style="list-style-type: none"> • Montanian • Western News • Tobacco Valley News • KLCB 	10/22 /01	Wendy
Arrange interview with Paul Peronard, EPA On-Scene Coordinator for Libby Asbestos Cleanup. <ul style="list-style-type: none"> • KLCB • KCFW • KAJ 	Week of 10/22	Wendy, Paul

Action Item	Date	Responsible Party
Arrange interview with Aubrey Miller, MD - U.S. Public Health Service <ul style="list-style-type: none"> • KLCB • KCFW • KAJ 	?	Wendy
Arrange interview with Pam Rhodes, Tobacco Use Prevention Coordinator - Libby Community Interagencies <ul style="list-style-type: none"> • KLCB • KCFW • KAJ 	?	Pam
Arrange interview with American Lung Association, Libby (Robin Redman?)	?	Pam
Arrange local interview with Brad Black, MD - Libby <ul style="list-style-type: none"> • KLCB • KCFW • KAJ 	?	Pam
Arrange local interview with Dan Strausbaugh, ATSDR Regional Representative	?	Wendy
Arrange local interview with Chris Weis, EPA Toxicologist and Dr. Holian, University of Montana - Missoula <ul style="list-style-type: none"> • KAJ • KUFM 	?	Wendy, Chris
Arrange local interview with Alan Whitehouse, MD - Spokane <ul style="list-style-type: none"> • KXLY • KREM 	?	Wendy
Arrange local interview with Mike Spence, MD - State Medical Officer, Helena <ul style="list-style-type: none"> • KTVH • KMTV 	?	Wendy

Action Item	Date	Responsible Party
Arrange Local interview with Libby resident Marsha_____ from Marsha's restaurant. (Agreed to have 1 non-smoking day in Marshas) • KLCB • KCFW	?	Wendy
Ask News outlets for videos, transcripts and clips of coverage.	After campaign	Wendy

Q&As

1. What About Smoking and Asbestos Exposure?

Some people ask whether the lung cancer deaths attributed to asbestos exposure actually may be the result of smoking or made worse by smoking.

Either smoking or asbestos exposure can, independently, increase the risk of lung cancer; however, exposure to both greatly enhances that risk.

The epidemiological data show that cigarette smoking and asbestos exposure interact synergistically for production of lung cancer.

Synergism is the interaction of different chemicals, such that the total effect is greater than simply adding the individual effects.

In other words, if smoking increases your chance of getting cancer by 12 times and asbestos exposure increases your chance of getting cancer by 5 times, being exposed to both of them can increase your chances by 60 - 100 times.

2. Is it possible that the high rate of lung disease in Libby is due to smoking?

No. If smoking were the cause, one would expect to see cancer rates much like any other community with otherwise similar characteristics to Libby.

Asbestos exposure causes three types of lung diseases. Mesothelioma is a type of cancer specific to asbestos exposure. Asbestosis is also directly caused by high levels of exposure to asbestos, not to tobacco. Lung cancer is caused by asbestos exposure, but can also be caused by cigarette smoking or exposure to second hand smoke.

Either smoking or asbestos exposure can, independently, increase the risk of lung cancer; however, exposure to both greatly enhances that risk.

3. Do the synergistic effects of asbestos and tobacco smoke apply only when one actually smokes or do they also apply to Environmental Tobacco Smoke (ETS)?

It has already been established that tobacco smoke and asbestos exposure together greatly increases the risk of developing lung cancer. Clearly ETS is a tobacco exposure that increases the risk of lung cancer. Thus, it follows that asbestos exposure coupled with second hand smoke would also increase the risk for developing lung cancer.

Asbestos provides one of the most dramatic examples of severe health damage resulting from interaction between the smoking of tobacco products and exposures to asbestos. In a prospective study of 370 asbestos insulation workers, 24 of 283 cigarette smokers died of bronchogenic carcinoma during the four year period of the study, while not one of the 87 non-cigarette smokers died of this cancer. This study suggested that asbestos workers who smoke have eight times the risk of lung cancer as compared to all other smokers and 92 times the risk of non-smokers not exposed to asbestos. This same group of insulation workers was restudied five years later, at which time 41 of the 283 smokers had died of bronchogenic cancer. Only 1 of the 87 non-cigarette smokers, a cigar smoker, died of lung cancer.

Other chemicals and physical agents which appear to act synergistically with tobacco smoke include radon daughters, gold mine exposures, and exposures in the rubber industry.

4. Do you know about any scientific studies confirming the synergy of other chemicals and smoking/Environmental Tobacco Smoke (ETS) ?

Asbestos Exposure, Smoking and Neoplasia

Selikoff, I.J., E.C. Hammond, and J. Churg: *J. Am. Med. Assoc.* 204(2):106-112 (1968).

Hammond, E.C., and I.J. Selikoff: Relation of cigarette smoking to risk of death of asbestos-associated disease among insulation workers in the United States. In: P. Bogovski, J.C. Gilson, V. Timbrell, J.C. Wagner, and W. Davis (editors): *Biological Effects of Asbestos. Int. Agency Res. Cancer*, Scientific Publication No. 8, Lyon, France, 312-317 (1973).

Bill Dunbar

10/10/01 12:55 PM

To: Steffanie Bell/DC/USEPA/US@EPA, Khary
Cauthen/DC/USEPA/US@EPA

cc: Wendy Thomi/MO/R8/USEPA/US@EPA, Melanie
Luh/R10/USEPA/US@EPA, Mark Macintyre/R10/USEPA/US@EPA,
Pamela Emerson/R10/USEPA/US@EPA

Subject: 10/19 media

steffanie and khary - attached is a note outlining a thought for the portland visit

October 10, 2001

TO: Steffanie Bell & Khary Cauthen
FROM: Bill Dunbar, Region 10 206/553-1203
RE: An idea for one aspect of media for Portland visit on 10/19

Steffanie & Khary --

Hopefully Melanie, Mark MacIntyre, and I will get a chance to chat with you soon about the range of media opportunities for the visit on the 19th to Portland, but one thing has popped-up that I'd like to run by you now . . .

October is Children's Health Month and EPA is sponsoring a National Campaign on Second Hand Smoke, so I'd like to suggest that we have CTW interviewed by health reporter, Lisa Meyers after her 1:45-2:30 PM time at the children's health event. She's not due at the Oregon Environmental Council event until 3:30 so the timing could be just fine.

Since the focus of the children's health event is asthma, (CTW will be kicking-off a Master Home Environmentalist training program with the American Lung Association), I think it makes sense for her to do at least one (I'd like more!) 3-5 minute interview with a key health reporter where she can emphasize environmental tobacco smoke/second-hand smoke and its impact on kids' health.

Lisa Meyer's station is KREM-2 - the CBS-affiliate in Spokane - which is part of the Northwest Cable News Network. NWCN is carried by every cable provider in Idaho, Oregon, and Washington. KREM beams directly into all of northeast Washington, northern Idaho, and much of northwest Montana, including Libby. This is important because Region 8 is interested in highlighting the aggravating affect second-hand smoke has on asbestos-exposed lungs. As you probably know, Libby, Montana is home to the highest concentration of asbestos-related illnesses anywhere in the U.S. The Region is running the new EPA PSAs in Montana and would love to have CTW deliver a generic second-hand smoke message which the Region could say is a particular concern in Libby given the compounding problem of asbestos.

If this sounds like something you'd like to explore, let me know. Wendy Thomi of Region 8 is also a good contact on this issue. Her number in Montana is 406/441-1150, ext. 241.

FYI: Some basic second-hand smoke stuff:

1. Second-hand smoke includes the smoke given off by the burning end of a cigarette as well as smoke exhaled by smokers. This smoke contains 4000 substances, 40 of which are known to cause cancer and many of which are irritants.
2. The developing lungs of infants and young children are affected. These youngsters are among the most seriously affected by exposure to second-hand smoke, being at increased risk of lower respiratory tract infections such as pneumonia and bronchitis.
3. Children with asthma are especially at risk. Second-hand smoke increases the number of episodes and severity of symptoms in hundreds of thousands of asthmatic children. The smoke may also cause thousands of non-asthmatic children to develop the condition each year.

Bill Dunbar
Office of External Affairs
EPA Region 10
206/553-1203

COMMUNICATION STRATEGY

Date Prepared: 7/23 /01

Prepared By: Wendy Thomi, EPA Community Involvement Coordinator
(406) 441-1150 x241

TOPIC: Media Campaign on Second Hand Smoke

ACTION: Encourage Television News, Radio and Newspaper coverage of EPA's campaign against Second Hand Smoke

PURPOSE OF COMMUNICATION:

To educate people about the dangers of smoking and second hand smoke and encourage them, until they can quit, to smoke outside instead of exposing others to cigarette smoke.

KEY EPA CONTACTS:

	work phone	fax	home phone
1) Wendy Thomi	406-441-1150 x241	406-441-1126	406-443-1362
2) Kristy Miller	202-564-9441	202-565-2039	
3) John Wardell	406-441-1123	406-441-1125	

KEY CONTACT IN LIBBY

1) Pam Rhodes 406-293-3951 / 406-293-3951

Elizabeth Andrews · 406 442-2983 · 432 N. Last Chance Gulch
Helena
MESSAGES: Elizabeth @ uswest.net Suite F
Helena 59601

- 1) Exposure to second hand smoke has been proven to cause lung cancer and other lung disease.
- 2) Smoking outside can significantly decrease the chance of others in your home contracting lung disease. Until you can stop, go outside for your kids.
- 3) Asbestos exposure and cigarette smoking or second hand smoke greatly increases the risk of developing lung cancer.

AUDIENCES:

People who smoke, especially those who smoke indoors.
People in Libby, Montana.

Communication Strategy for Media Campaign- August 3, 2001

MEDIA OUTLETS:

TV

KCFW-TV 9
P.O. Box 857
Kalispell, MT 59901
Phone: 406-755-5239
Fax: 406-752-8002

KAJ-TV Missoula / Kalispell
Phone: 406-756-7933
406-756-5888
Fax: 406-756-5889

KXLY - TV-Spokane
500 W. Boone
Spokane, WA 99201
Phone: 1 800-618-4440
Fax: 509-327-3932

KREM - TV - Spokane (Channel 2)
Phone: 509-744-8505
Fax: 509-448-6397

KTVH - Helena
100 W. Lyndale Ave.
Helena, MT
Phone: 406-457-1212
Fax:

KMTV Fox 10 TV
100 W. Lyndale Ave. Ste. B
Helena, MT
Phone: 406-457-1010
Fax:

KPAX - TV
Greg Schieferstein
Phone: 406-
Fax: 406-543-7127

Radio

KLCB-AM/KTNY-FM
Duane Williams
Phone: 406-293-6234
Fax: 406-293-6235

Payla Hought
Phone: 406-243-4075
Fax:

KUFM Missoula
Ed O'Brian
Phone:
Fax: 406-243-3299

KFBB - Great Falls
Kathleen Jones
Fax: 406-443-6390

What's the most watched news station?

CONSIDERATIONS:

Internal:

- Video News Release (interviews with Whitman) will not be ready until at least August 20, 2001.
- Video News Release does not currently contain a clip with Whitman addressing the synergistic effects of exposure to both asbestos and cigarette smoke.
- Adding this to the Video News Release will greatly increase its relevancy and thus its marketability to Lincoln County and Pacific Northwest news outlets.
- Governor Whitman will not include a statement on the synergistic effects unless we can find scientific information to back it up.
- Wendy will be out of the office from August 6th through August 24th.
- Visits to TV News stations will be planned for the week of September 10th or the week of September 24th to coincide with Libby Community Advisory Group Meetings.

External:

- People in Libby may interpret EPA's campaign as an effort to shift the focus/blame from asbestos to tobacco.
- TV Stations may have already received the PSAs. Some may have already run them and some may have decided not to run them for some reason.
- TV Stations may not all be able to run the PSA around the same time.
- May want to consider giving one (which one?) TV station exclusive coverage for a couple of days.

ATTACHED:

1. Background summary
2. Activity matrix
3. Q&As

Background Summary

An EPA Emergency Response team began working in Libby, Montana on November 23, 1999 in response to newspapers articles reporting that nearly 200 people have died -and hundreds more are ill -- from asbestos-related diseases. The health problems are related to airborne tremolite asbestos released by vermiculite mining and milling in Libby since 1924. It is estimated that at one time 80% of the world's vermiculite came from Libby. W.R. Grace bought the mine in 1963 and operated it until 1990 when the mine closed and reclamation began. In 1994 Grace sold the mine area to the Kootenai Development Company but later repurchased a controlling share of the stock.

The EPA team sampled reported asbestos "hot spots," and several homes with vermiculite insulation. Since that time, a principal EPA task has been to ascertain whether illnesses are from *past* exposures or if exposures are continuing today. Reports of recently diagnosed lung problems are especially worrisome because some occur in people with no known connection to the mine or mill. Worldwide, non-occupational cases of asbestosis are rare.

EPA sampled areas associated with the mine including the main processing areas (Screening plant and Export plant.) All of these areas need cleanup. EPA monitored ambient air for one year around Libby and did not detect asbestos. To date the Agency has sampled approximately 150 homes and several businesses with stationary air monitors (passive). EPA also sampled dust, soil and vermiculite at many of these homes. Currently EPA is conducting active sampling i.e., air samples are taken while there is movement - routine or aggressive stirring up of the air or insulation. Sampling is nearly complete. Results should be available by the end of the summer. EPA found levels of asbestos in the air requiring action at several homes. Some homes have levels of asbestos in the soil or insulation from between 1% - 3%.

EPA is engaged in several time-critical removal actions in Libby. EPA is cleaning up the former processing center, the Screening plant at the base of Rainy Creek Road. The Agency has ordered W.R. Grace to clean up the Export Plant at the old ball fields in Libby. This has been done with EPA oversight. EPA is beginning cleanup of select areas of Plummer Elementary School, Libby High school and Libby Middle School. Two residential properties area also planned for cleanup in the summer of 2001.

In response to a potential need for Long-term funding for cleanup, EPA has begun the process of proposing National Priority List status for Libby. EPA is in the initial stages and is communicating with the citizens of Libby and the State in an effort to gage public interest and concerns with regard to Superfund listing.

EPA is currently working on two other activities that will affect the future of how EPA assesses risks from asbestos. EPA is revising the standard asbestos risk assessment methodology to account for the toxicity of tremolite asbestos. (There is literature indicating that it is more toxic than chrysotile.) The Agency is conducting a performance evaluation study on analytical techniques to improve the accuracy of asbestos analysis in solid matrices i.e., soil and insulation.

EPA provided funding and technical assistance to ATSDR to administer the Libby Community Environmental Health Project (medical testing). The testing is meant to evaluate the current health status of people who lived in Libby during the period of highest exposure to asbestos i.e., prior to 1990.

EPA has had several public meetings to discuss sampling results and next steps with the community. We have interviewed over 70 residents and community leaders to gauge community concerns and find out how to best keep the public informed. EPA facilitated formation of a Community Advisory Group (CAG) which has met twice a month since January 2000. Diverse representatives from the community continue to set the agendas and discuss issues relevant to the investigation and cleanup of asbestos in Libby. Other topics of discussion include the Community Medical Testing Program, long term health care and economic revitalization. EPA hopes to meet regularly with the business community about largely the same issues the CAG addresses.

EPA is committed to a long term, periodic presence in Libby and will continue to sample and cleanup contaminated areas as they are identified. The Agency will continue to explore long-term funding mechanisms.

Activity matrix

Action Item	Date	Responsible Party
Discuss Media Campaign with Paul	7/11/01✓	Wendy
Letter of request to EPA for assistance with campaign	7/16/01✓	Pam
Call George Gulden, MDEQ, about State Support	7/16/01✓	Wendy
Order TV and Radio PSAs, Video News Release, and Newspaper Ads	7/16/01✓	Wendy
Meeting to discuss campaign strategy Ideas, suggestions, changes	7/18/01✓	Pam, Wendy, Kristy
Get some talking points to Governor's office regarding ETS and its relationship to asbestos.	7/16 - 8/3	Wendy
Provide sample letter of support to George (Community Action Kit)	7/16 - 8/3	Wendy Pam
Research contacts at each news outlet. (Gen. Manager, Ad director, News director?)	7/16-8/3 9/10/01	Wendy
Draft talking points for <u>contacts</u> listed below (Community Action Kit)	7/16 - 8/3	Wendy, Pam, Kristy
Prepare a Fact Sheet about ETS and asbestos (See Community Action Kit)	7/16 - 8/3	
Prepare contact sheets for each station of the people to be interviewed.	7/16 - 8/3	Wendy
Order Smoke Free Home Kit + <i>Brochure for school elementary/middle school/high school/daycare.</i> 1-800 - 490-9198 EPA 402-E-00-001	week of 7/23 9/10/01	Pam
Find out if there are audio sound bites of Whitman? <i>VNR</i>	7/23 - 8/13	<u>Kristy</u>
Set up meetings with news outlets.	8/27 - 9/7 <i>end of Sept.</i>	Wendy, Pam.

Communication Strategy for Media Campaign- August 3, 2001

3rd Thursday in November - Great American Smoke out.

Action Item	Date	Responsible Party
Get talking points to local contacts to be interviewed.	9/4	Wendy, Pam
Call Region 10 CI Office re: Spokane stations	9/4	Kristy, Wendy
Face-to-face visit with TV news outlets. <ul style="list-style-type: none"> • Discussion of Issue / Fact Sheet • Request PSA to run for 2-3 months • News story (Video News Release-Whitman) • Home Pledge kit / Magnets, pencils • Contacts sheet for Local interviews 	week of 9/17/01 and/or 9/24/01	Kristy, Wendy, Pam
Face to face visit with Radio stations. <ul style="list-style-type: none"> • Discussion of Issue • PSA • News Story (Interviews) 	Week of 9/17/01 and/or 9/24/01	Kristy, Wendy, Pam, Paul
Send letter to Newspapers (Community Action Kit)	Week of 9/10/01 and/or 9/24/01	Wendy
Call to newspapers. <ul style="list-style-type: none"> • Discuss how to send ads • Ads (payment) • News story (press release ?) 	Week of 9/10/01 and/or 9/24/01	Wendy
Deliver PSAs, News Release, Fact Sheets, Ads, materials	at meetings	Kristy, Wendy, Pam
Q&A in 3 Lincoln County Newspapers + radio <ul style="list-style-type: none"> • Montanian • Western News • Tobacco Valley News • KLCB 	9/24/01	Wendy
Arrange interview with Paul Peronard, EPA On-Scene Coordinator for Libby Asbestos Cleanup. <u>Combine with sampling results, if possible.</u> <ul style="list-style-type: none"> • KLCB <i>write radio PSA.</i> • KCFW • KAJ ? 	?	Wendy

Action Item	Date	Responsible Party
Arrange interview with Aubrey Miller, MD - U.S. Public Health Service <ul style="list-style-type: none"> • KLCB • KCFW • KAJ ? 	?	Wendy
Arrange interview with Pam Rhodes, Tobacco Use Prevention Coordinator - Libby Community Interagencies <ul style="list-style-type: none"> • KLCB • KCFW • KAJ ? 	?	Pam
Arrange interview with American Lung Association, Libby (Robin Redman?)	?	Pam
Arrange local interview with Brad Black, MD - Libby <ul style="list-style-type: none"> • KLCB • KCFW • KAJ ? 	?	Pam
Arrange local interview with Dan Strausbaugh, ATSDR Regional Representative	?	Wendy
Arrange local interview with Chris Weis, EPA Toxicologist and Dr. Houlian, University of Montana - Missoula <ul style="list-style-type: none"> • KAJ • KUFM 	?	Wendy, Chris
Arrange local interview with Alan Whitehouse, MD - Spokane <ul style="list-style-type: none"> • KXLY • KREM 	?	Wendy
Arrange local interview with Mike Spence, MD - State Medical Officer, Helena, Montana <ul style="list-style-type: none"> • KTVH • KMTV <i>Gouvenor</i>	?	Wendy

Action Item	Date	Responsible Party
Arrange Local interview with Libby resident Marsha_____ from Marsha's restaurant. (Agreed to have 1 non-smoking day in Marshas) • KLCB • KCFW	?	Wendy
Ask News outlets for videos, transcripts and clips of coverage.	After campaign	Wendy

Q&As

1. What About Smoking and Asbestos Exposure?

Some people ask whether the lung cancer deaths attributed to asbestos exposure actually may be the result of smoking or made worse by smoking.

Either smoking or asbestos exposure can, independently, increase the risk of lung cancer; however, exposure to both greatly enhances that risk.

The epidemiological data show that cigarette smoking and asbestos exposure interact synergistically for production of lung cancer.

Synergism is the interaction of different chemicals, such that the total effect is greater than simply adding the individual effects.

In other words, if smoking increases your chance of getting cancer by 12 times and asbestos exposure increases your chance of getting cancer by 5 times, being exposed to both of them can increase your chances by 60 - 100 times.

1. Is it possible that the high rate of lung disease in Libby is due to smoking?

No. If smoking were the cause, one would expect to see cancer rates much like any other community with similar characteristics to Libby.

Either smoking or asbestos exposure can, independently, increase the risk of lung cancer; however, exposure to both greatly enhances that risk.

The epidemiological data show that cigarette smoking and asbestos exposure interact synergistically to cause a much more profound risk of developing lung cancer.

Synergism is the interaction of different chemicals, such that the total effect is greater than simply adding the individual effects.

In other words, if smoking increases your chance of getting cancer by 12 times and asbestos exposure increases your chance of getting cancer by 5 times, being exposed to both of them can increase your chances by 60 - 100 times.

2. Do the synergistic effects of asbestos and tobacco smoke apply only when one actually smokes or do they also apply to Environmental Tobacco Smoke (ETS)?

It has already been established that tobacco smoke and asbestos exposure together greatly increases the risk of developing lung cancer. Clearly ETS is a tobacco exposure that increases the risk of lung cancer. Thus, it follows that asbestos exposure coupled with second hand smoke would also increase the risk for developing lung cancer.

Asbestos provides one of the most dramatic examples of severe health damage resulting from interaction between the smoking of tobacco products and exposures to asbestos. In a prospective study of 370 asbestos insulation workers, 24 of 283 cigarette smokers died of bronchogenic carcinoma during the four year period of the study, while not one of the 87 non-cigarette smokers died of this cancer. This study suggested that asbestos workers who smoke have eight times the risk of lung cancer as compared to all other smokers and 92 times the risk of non-smokers not exposed to asbestos. This same group of insulation workers was restudied five years later, at which time 41 of the 283 smokers had died of bronchogenic cancer. Only 1 of the 87 non-cigarette smokers, a cigar smoker, died of lung cancer.

Other chemicals and physical agents which appear to act synergistically with tobacco smoke include radon daughters,³⁷ gold mine exposures,³⁸ and exposures in the rubber industry.³⁹

3. Do you know about any science confirming the synergy of other chemicals and smoking/Environmental Tobacco Smoke (ETS) ?

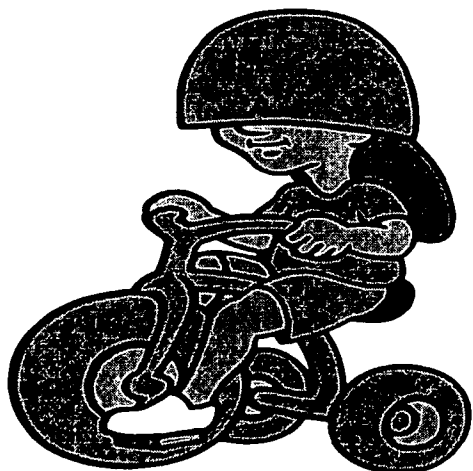
Asbestos Exposure, Smoking and Neoplasia

Selikoff, I.J., E.C. Hammond, and J. Churg.: *J. Am. Med. Assoc.* 204(2):106-112 (1968).

Hammond, E.C., and I.J. Selikoff: Relation of cigarette smoking to risk of death of asbestos-associated disease among insulation workers in the United States. In: P. Bogovski, J.C. Gilson, V. Timbrell, J.C. Wagner, and W. Davis (editors): *Biological Effects of Asbestos. Int. Agency Res. Cancer*, Scientific Publication No. 8, Lyon, France, 312-317 (1973).

Secondhand smoke newsletter to:

1. Asa Wood Elementary (293-8881)
2. McGrade Elementary (293-8791)
3. WIC (293-5711)
4. Head Start (293-4502)
5. Family Planning (293-6291)
6. Early Head Start/Families in Partnership (293-6242)
7. Britches and Bows Day Care (293-9841)
8. St. John's Day Care (293-4248)
9. Pregnancy Care Center (293-9435)
10. Sonshine Pre-School (293-6556)
11. Rainbow Pre-School (295-2613)
12. Care Bear Day Care (293-2161)
13. Lov'n Care Day Care (293-6357)
14. Shari Basham Day Care (293-8668)
15. Eureka Head Start (296-2093)
16. Tobacco Valley Families in Partnership (296-3435)
17. Morrison Elementary School (Troy) (295-4321)
18. Eureka Elementary School (297-2131)
19. Carol's Day Care (Eureka) (296-3488)
20. Melinda Brurassa Day Care (Eureka) (296-2285)
21. Lincoln County Health Department (Eureka) (296-2023)
22. We Care Center (Eureka) (296-2079)
23. Libby Senior Citizen Center (293-7222)
24. Kootenai Valley Senior Citizen Center (Troy) (295-4140)
25. Tobacco Valley Senior Citizen Center (Eureka) (296-2188)
26. Eureka Day Care Center (296-3797)
27. Kid Country Day Care (Eureka) (296-3822)



Secondhand Smoke: What's all the fuss?

Did you know that:

Secondhand smoke trapped in a car for one hour exposes your child to the equivalent of 3 cigarettes per hour.



Secondhand smoke in a home exposes your child to the equivalent of 3 cigarettes a day.

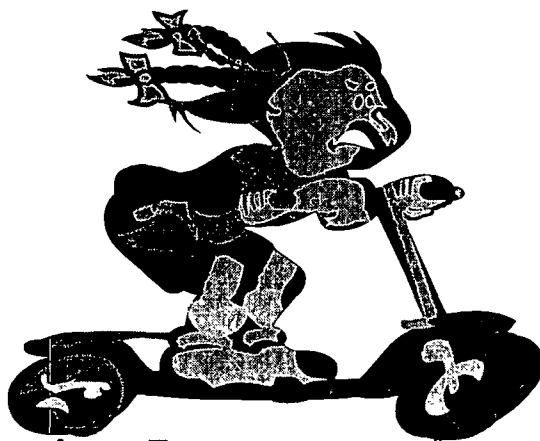
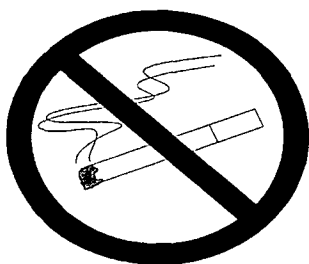
Secondhand smoke increases your child's risk for asthma, pneumonia, bronchitis and in some cases Sudden Infant Death Syndrome.

Ways to protect your child from secondhand smoke:

Choose never to smoke around children.

Choose not to smoke in your home and don't allow anyone else to do so.

Choose not to smoke in your car.



Contact Libby Community Interagencies at 293-3951 for more information.



Secondhand Smoke: What's all the fuss?

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Ways to protect your child from secondhand smoke:

Choose never to smoke around children.

Choose not to smoke in your home and don't allow anyone else to do so.

Choose not to smoke in your car.



Contact Libby Community Interagencies at 293-3951 for more information.

Kristy Miller

09/25/01 07:04 PM

To: Wendy Thomi/MO/R8/USEPA/US@EPA

cc:

Subject: SHS pledge with Whitman

Wendy--

All I know today, that I didn't know yesterday, is that it looks like we might get Gov. Whitman to roll out the SHS Smoke-free home Pledge Campaign probably on October 16. Right now, I have no other details other than a date on Whitman's calendar. Some event (staged by us) will probably take place in Washington, DC.

Sometime after Oct. 16, I presume we will have a new VNR to use. Thou--cannot guarantee when after Oct. 16. I am the media advisor on the VNR, not the actual P.O. in charge of the video vendor. This has made it more difficult as we have run into snags. Unfortunately, some of them potentially sensitive.

Do you know if any of the Montana TV stations have news bureau that they use in Washington, DC?? If so, we could invite them to the event.

As details are revealed and firmed up, I'll keep you posted.

Thanks,

Kristy L. Miller

202-564-9441/Fax:202-565-2039

Package/Physical Address:

501 Third St., NW

Washington, DC 20001

Postal Mailing Address:

EPA (6609-J)

1200 Pennsylvania Ave., NW

Washington, DC 20460

Importance: High

Lois,

The time for the Helena City Commission to vote on the proposed SHS ordinance has finally come! All Helena workplaces and public places could soon be smoke-free!

We need your help. We are asking all proponents of the SHS ordinance to call the commissioners before the Monday June 4th commission meeting, to voice their support. Would you e-mail this urgent request on to other Carroll College and Helena proponents?

Mayor Ken Morrison
morrison@ci.helena.mt.us
(406) 442-0244

Jim Smith
smith@ci.helena.mt.us
(406) 443-0606

Sandy Oitzinger
orasand@mt.net
(406) 443-0235

Gregg Groepper
groepper@ci.helena.mt.us
(406) 443-4178

Steve Netschert
netschert@ci.helena.mt.us
(406) 449-4680 <<Elizabeth M. Andrews.vcf>>



- Elizabeth M. Andrews.vcf

Debra Clevenger
06/01/01 08:51 AM

To: 8MO
CC:
Subject: FW: priority

I am not sure if it is legit to forward this on to everyone, but the smoking issue is an important one. We need to let the city commission know how we feel. Thanks.

----- Forwarded by Debra Clevenger/MO/R8/USEPA/US on 06/01/01 08:50 AM -----



"Fitzpatrick, Lois"
<lfitzpat@carroll.edu>
06/01/01 08:26 AM

To: 'Pam Harris' <paharris@state.mt.us>, "'Staffeldt, Darlene'" <Dstaffeldt@state.mt.us>, 'Karen Strege' <kstrege@state.mt.us>, "'Bergeron, Cheri'" <cbergeron@opi.mt.gov>, 'Debbie Schlesinger' <dschlesi@mtlib.org>, "'DGordon315@aol.com'" <DGordon315@aol.com>, "'Andrew I. Huff'" <ahuff@indianlaw.org>, 'Ann Komac' <akomac@mcn.net>, "'Bacino, Janice'" <jbacino@stpete.helmednet.org>, "'Brennean, Beth'" <bethb@aclumontana.org>, Debra Clevenger/MO/R8/USEPA/US@EPA, "'Gunderson, Diane'" <dgunderson@state.mt.us>, "'HDSands@aol.com'" <HDSands@aol.com>, "'Jackson, Sue'" <s.jackson@msl.mt.gov>, 'Jim and Jan Paulsen' <jpaulsen@ixi.net>, "'Kunz, Karan'" <kkunz@state.mt.us>, "'Malcolm, Connie'" <cmalcolm@initco.net>, 'Martha Finley' <mfinley@co.lewis-clark.mt.us>, "'McCulloch, Linda'" <lindamcc@aol.com>, "'Meadows, Judy'" <jmeadows@mt.gov>, 'Mike Strekall' <mstrekall@uswest.net>, "'Newell, Bruce'" <bnewell@state.mt.us>, "'Pomroy, Bobbie'" <pomroy@initco.net>, "'ridgeway, barbara'" <bridgway@mtlib.org>, "'whearty, nikki'" <nwhearty@helena.k12.mt.us>, "'Zebrun-Gero, Leise'" <tlkzgmt@msn.com>

cc:
Subject: FW: priority

I have been asked to send this message on to others that I know in the community. I urge you to let the City Commission know your feelings on the smoking issue.

Lois
Lois Fitzpatrick
Corette Library
Carroll College
1601 No. Benton Ave.
Helena, MT 59625
406-447-4341 (voice)
406-447-4525 (fax)
lfitzpat@carroll.edu

-----Original Message-----

From: Elizabeth Andrews [SMTP:elizam@uswest.net]
Sent: Thursday, May 31, 2001 5:23 PM
To: Lois A. Fitzpatrick
Subject: priority

Kristy Miller

08/21/01 03:18 PM

To: Wendy Thomi/MO/R8/USEPA/US@EPA

cc:

Subject: SHS VNR

Wendy---

I am sorry to say that it looks like we are NOT going have the VNR on secondhand smoke ready by your Sept. dates.

We have had some SNAFUs and are working out some issues with the VNR! (It's a long story.)

I am on vacation until Sept 5.

Unfortunately, the message you sent me got erased and I did NOT get the name or # of the woman in a different MT city who you wanted me to send some extra PSAs to . If you can, please call for her to order the PSAs 1-800-944-9134 or order on-line at: www.epapsa.com The ycan FEDEX the PSAs

So Sorry!!! I will talk with you when I return!! Thanks,

Kristy L. Miller

202-564-9441/Fax:202-565-2039

Package/Physical Address:

501 Third St., NW

Washington, DC 20001

Postal Mailing Address:

EPA (6609-J)

1200 Pennsylvania Ave., NW

Washington, DC 20460

*June 14
ATDR providing medical*

Kristy Miller

07/31/01 09:48 AM

To: Wendy Thomi/MO/R8/USEPA/US@EPA

cc:

Subject: SHS pencils

Wendy---

Goods News. The woman who has all the SHS goodies is back from vacation. Betty Leppin says she has thousands of magnets, pencils and decals to share with partners in the field.

Please give Betty a call directly and she'll send you what you need. Her direct phone #: is 202-939-1001. Tell Betty you are working with me. She is expecting your phone call.

Also, don't forget to order radio PSAs at 1-800-944-9134.

Give me a call if you have any questions.

THANKS!!

Kristy L. Miller

202-564-9441/Fax:202-565-2039

Package/Physical Address:

501 Third St., NW

Washington, DC 20001

Postal Mailing Address:

EPA (6609-J)

1200 Pennsylvania Ave., NW

Washington, DC 20460

7/31/01
Ordered 2000 each - magnets, pen
to be shipped to Libby

7/31/01
Ordered Radio PSAs

-Fax- 790-3325
(630) 970-3325
Attn:
-Karen-
(866) 790-3348
To order
SHS radio
PSAs.



"Spence, Michael"
<mspence@state.mt.us>

07/10/01 05:32 PM

To: Wendy Thomi/MO/R8/USEPA/US@EPA
cc:
Subject: RE: Media Campaign to alert people to the dangers of Second Hand Smoke

hi wendy,
sounds good. i look forward to doing it.
mike

-----Original Message-----

From: Thomi.Wendy@epamail.epa.gov [mailto:Thomi.Wendy@epamail.epa.gov]
Sent: Tuesday, July 10, 2001 1:02 PM
To: Spence, Michael
Subject: RE: Media Campaign to alert people to the dangers of Second Hand Smoke

Mike,

all I need from you is for you to feel strongly enough about it to agree to talk with a Helena TV station about it when the time comes. I think we're on the road. And I think that it will all happen in September so the timing is good.

Thanks

Wendy

"Spence,
Michael"
Thomi/MO/R8/USEPA/US@EPA
<mspence@state.mt.us>
alert
Hand Smoke
07/10/01
12:59 PM

To: Wendy
cc:
Subject: RE: Media Campaign to alert people to the dangers of Second Hand Smoke

hi wendy,
thanks for the heads up. i, as you know, feel very strongly about this

issue. i will be in town the rest of this week, next monday and wed am. i will then be on vacation returning on monday the 30th of july.
mike

-----Original Message-----

From: Thomi.Wendy@epamail.epa.gov [mailto:Thomi.Wendy@epamail.epa.gov]
Sent: Tuesday, July 10, 2001 12:29 PM
To: drhodes@libby.org; Miller.Kristy@epamail.epa.gov;
Lathrop.Rich@epamail.epa.gov
Cc: Peronard.Paul@epamail.epa.gov; Nguyen.Duc@epamail.epa.gov;
Weis.Chris@epamail.epa.gov; amiller@hrsa.gov;
Pennock.Sonya@epamail.epa.gov; Cohn.Matthew@epamail.epa.gov;
Land.Kelcey@epamail.epa.gov; Fells.Sandy@epamail.epa.gov;
Lathrop.Rich@epamail.epa.gov; Skie.Douglas@epamail.epa.gov;
Hawthorn.Steve@epamail.epa.gov; Wardell.John@epamail.epa.gov;
Wardell.John@epamail.epa.gov; Fox.Bob@epamail.epa.gov;
Wuerthele.Suzanne@epamail.epa.gov; cdeveny@state.mt.us;
bblack@libby.org; Mspence@state.mt.us; Tellerhoff@state.mt.us;
cdmfed_newstrom@yahoo.com
Subject: Media Campaign to alert people to the dangers of Second Hand
Smoke

Pam and Kristy and Rich,

I'd like to talk about this strategy with you next week. I'm proposing July 18 at either 10:00 a.m. or 1:30 p.m. (Mountain time).

Do those times work for you?

Please take a look and see what you think. I've seen the PSAs, and the asthma Video News Release and this could be a very good thing.


(See attached file: campaign strategy.wpd)

Thanks.

Wendy

Kristy Miller

07/10/01 04:09 PM

To: TV Access <tvaccess@ameritech.net>
cc: Wendy Thomi/MO/R8/USEPA/US@EPA
Subject: Re: Fw: The Promise Campaign Request 

Judy-- Yes, it's okay. Look at the bottom of her note, she states quantities there in the note section. Also, Please send her 1 VHS ashtma VNR and 1 Beta asthma VNR. For your information and records, people wanting more info information on the secondhand smoke "Pledge Campaign" should call 1-800-490-9198 the EPA's Cincinnati distribution Center (NSCEP). Or call, 513-489-8695 Thanks, Judy!!

Kristy L. Miller

202-564-9441/Fax:202-565-2039

Package/Physical Address:
501 Third St., NW
Washington, DC 20001

Postal Mailing Address:
EPA (6609-J)
1200 Pennsylvania Ave., NW
Washington, DC 20460
TV Access <tvaccess@ameritech.net>



TV Access
<tvaccess@ameritech
.net>

07/10/2001 02:40 PM

To: Kristy Miller/DC/USEPA/US@EPA
cc:
Subject: Fw: The Promise Campaign Request



"Spence, Michael"
<mspence@state.mt.us>
s>

07/10/01 12:59 PM

To: Wendy Thomi/MO/R8/USEPA/US@EPA
cc:
Subject: RE: Media Campaign to alert people to the dangers of Second Hand Smoke

hi wendy,
thanks for the heads up. i, as you know, feel very strongly about this issue. i will be in town the rest of this week, next monday and wed am. i will then be on vacation returning on monday the 30th of july.
mike

-----Original Message-----

From: Thomi.Wendy@epamail.epa.gov [mailto:Thomi.Wendy@epamail.epa.gov]
Sent: Tuesday, July 10, 2001 12:29 PM
To: drhodes@libby.org; Miller.Kristy@epamail.epa.gov;
Lathrop.Rich@epamail.epa.gov
Cc: Peronard.Paul@epamail.epa.gov; Nguyen.Duc@epamail.epa.gov;
Weis.Chris@epamail.epa.gov; amiller@hrsa.gov;
Pennock.Sonya@epamail.epa.gov; Cohn.Matthew@epamail.epa.gov;
Land.Kelcey@epamail.epa.gov; Fells.Sandy@epamail.epa.gov;
Lathrop.Rich@epamail.epa.gov; Skie.Douglas@epamail.epa.gov;
Hawthorn.Steve@epamail.epa.gov; Wardell.John@epamail.epa.gov;
Wardell.John@epamail.epa.gov; Fox.Bob@epamail.epa.gov;
Wuerthele.Suzanne@epamail.epa.gov; cdeveny@state.mt.us;
bblack@libby.org; Mspence@state.mt.us; Tellerhoff@state.mt.us;
cdmfed_newstrom@yahoo.com
Subject: Media Campaign to alert people to the dangers of Second Hand Smoke

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Please take a look and see what you think. I've seen the PSAs, and the asthma Video News Release and this could be a very good thing.

(See attached file: campaign strategy.wpd)

Thanks.

Wendy

bblack@libby.org,

Tellerhoff@state.mt.us,

alert people

Hawthorn/EPR/R8/USEPA/US@EPA, John

Wardell/MO/R8/USEPA/US@EPA, John

Wardell/MO/R8/USEPA/US@EPA, Bob

Fox/MO/R8/USEPA/US@EPA, Suzanne

Wuerthele/P2/R8/USEPA/US@EPA,

cdeveny@state.mt.us,

Mspence@state.mt.us,

cdmfed_newstrom@yahoo.com

Subject: Media Campaign to

to the dangers of Second Hand Smoke

Pam and Kristy and Rich,

I'd like to talk about this strategy with you next week. I'm proposing July 18 at either 10:00 a.m. or 1:30 p.m. (Mountain time).

Do those times work for you?

Please take a look and see what you think. I've seen the PSAs, and the asthma Video News Release and this could be a very good thing.

(See attached file: campaign strategy.wpd)

Thanks.

Wendy



"Gulden, Georgiana"
<ggulden@state.mt.us>

07/10/01 01:55 PM

To: Wendy Thomi/MO/R8/USEPA/US@EPA

cc:

Subject: RE: Media Campaign to alert people to the dangers of Second Hand Smoke

Hi Wendy,

Thanks for including me in your "loop". I will be visiting with my boss Nan LeFebvre (Assistant to the DPHHS Director) tomorrow and I will add this to the agenda. I'll let you know what form our support will take.

George

Georgiana Gulden RN BSN
Program Manager
Montana Tobacco Use Prevention Program
Department of Public Health and Human Services
PO Box 202951
Helena, MT 59620
(406) 444-9617
(406) 444-7465 fax
ggulden@state.mt.us

-----Original Message-----

From: Thomi.Wendy@epamail.epa.gov [mailto:Thomi.Wendy@epamail.epa.gov]
Sent: Tuesday, July 10, 2001 12:58 PM
To: ggulden@state.mt.us
Subject: Media Campaign to alert people to the dangers of Second Hand Smoke

----- Forwarded by Wendy Thomi/MO/R8/USEPA/US on 07/10/01 12:57 PM -----

Wendy Thomi

07/10/01

12:28 PM

Peronard/EPR/R8/USEPA/US@EPA,

Chris

amiller@hrsa.gov,

Cohn@EPA, Kelcey

Fells@EPA,

Douglas

To: drhodes@libby.org, Kristy

Miller/DC/USEPA/US@EPA, Rich

Lathrop/OCP/R8/USEPA/US@EPA

cc: Paul

Duc Nguyen/EPR/R8/USEPA/US@EPA,

Weis/EPR/R8/USEPA/US@EPA,

Sonya Pennock@EPA, Matthew

Land/ENF/R8/USEPA/US@EPA, Sandy

Rich Lathrop/OCP/R8/USEPA/US@EPA,

Skie/EPR/R8/USEPA/US@EPA, Steve

Kristy,
This order just came to my attention. Since we cannot tell what she's ordering for the Promise, we will contact her and ask for clarification. But, I wanted to double check with you on the rest of her order. Do you want us to fill this?
Please let us know. Thanks!!
Judy@TVAccess.com

----- Original Message -----
From: "Wendy Thomi" <thomi.wendy@epa.gov>
To: "TV Access" <tvaccess@ameritech.net>
Sent: Friday, July 06, 2001 2:08 PM
Subject: The Promise Campaign Request

> TV PSA
> English Beta SP: 0
> English VHS: 0
> Spanish Beta SP:
> Spanish VHS:
>
>
> RADIO PSA
> English and Spanish CD:
>
>
> B/W NEWSPAPER SLICK
> English: 0
> Spanish:
>
>
> Delivery Requested by: July 20 2001
>
> Name: Wendy Thomi
> Organization: EPA REgion 8 - Montana Office
> Phone Number: (406) 441-1150
> Fax Number: (406) 441-1126
> Email Address: thomi.wendy@epa.gov
>
> Address: EPA Montana Office
> 301 S. Park; Drawer 10096
> City: Helena
> State: MT
> Zip Code: 59626-0096
>
>
> Stations Targeted: KCFW-TV 9 (Kalispell), KAJ-TV-8 (Missoula), KXLY - TV
> (Spokane), KREM - TV (Spokane), KTVH (Helena), KMTV (Helena)
> Special Instructions: I spoke with Kristy Miller and she recommended I
> order other products as well for our campaign. There are 6 TV stations
> that we will target, several radio stations and 7 newspapers. I would
> like:
> 1 Extra copy of the Beta-SP tape of "The Promise"
> 3 VHS tapes of "The Promise"
> 6 Beta-SP tapes of "Devil and Angel"
> 3 VHS tapes of "Devil and Angel"
> 7 Radio PSAs for "Devil and Angel"
> 7 Black and White Print images of "Go out for his smile"
> 7 Black and White Print images of "Go out for her eyes."
> 7 Black and White images of the above ordered in the elongated form
> The second hand smoke video news release when it is available in August.
> More information on the Pledge Campaign.
>



TV Access
<tvaccess@ameritech
.net>

07/10/01 12:43 PM

To: Wendy Thomi/MO/R8/USEPA/US@EPA
cc:
Subject: Re: The Promise Campaign Request

Wendy,

Your order for the Promise is unclear. What quantities of the Promise are you requesting?

TV Access

----- Original Message -----

From: "Wendy Thomi" <thomi.wendy@epa.gov>

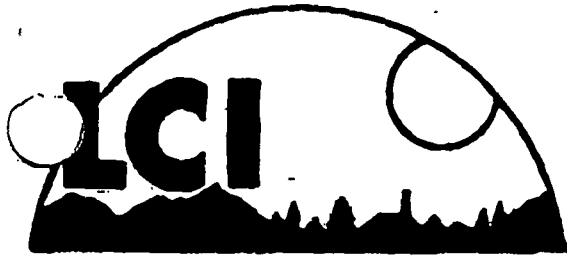
To: "TV Access" <tvaccess@ameritech.net>

Sent: Friday, July 06, 2001 2:08 PM

Subject: The Promise Campaign Request

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> Spanish Beta SP:
> Spanish VHS:
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> RADIO PSA
> English and Spanish CD:
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> The second hand smoke video news release when it is available in August.
> More information on the Pledge Campaign.
>

**LIBBY COMMUNITY INTERAGENCIES INC**

P.O. Box 390
Libby, Montana 59923
FAX/Phone (406) 293-3951

Dear Colleague,

I would like to thank you for your past support of the Montana Tobacco Quit Line by making brochures available in your office. Unfortunately, due to the drastic budget cuts to the Montana Tobacco Use Prevention Program (from \$3.5 million to \$500,000 annually) this past legislative session, continued funding of the Quit Line is not possible.

This change took place, July 1, 2001. If you still have Quit Line brochures in your office, please remove them. Again, thank you for your support. Please keep in mind that I am available as a resource and am more than happy to discuss ways to assist your office in tobacco use prevention and cessation efforts. Do not hesitate to contact me at 293-3951.

Sincerely,



Pam Rhodes
Tobacco Use Prevention Coordinator

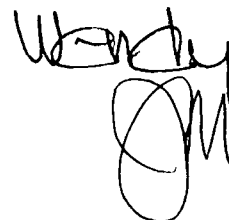
JUL 23 2001

LIBBY COMMUNITY INTERAGENCIES, INC. MONTANA OFFICE

P.O. BOX 390

LIBBY, MT 59923

PHONE/FAX: (406)293-3951



7-17-01

Mr. John Wardell, Director
EPA Montana Office
310 South Park
Drawer 10096
Helena, MT 59626

Dear Mr. Wardell,

In a recent conversation with Wendy Thomi, I learned of a media campaign initiated by the EPA surrounding the health effects of second hand smoke. As the Tobacco Use Prevention Coordinator for Lincoln County, I foresee many benefits of such a campaign within Lincoln County, but most specifically in the community of Libby.

It is not secret that tobacco use is the #1 cause of preventable deaths in the nation. On an average, one Montanan dies every six hours from a tobacco related disease. Yet, given those frightening facts, as well as many others, people continue to use tobacco. Tobacco use not only impacts the health of that individual, but also the health of those who happen to be in the vicinity. To compound this situation, our legislatures reduced the annual budget of the Montana Tobacco Use Prevention Program from \$3.5 million to \$500,000. Please bear in mind that Montana's estimated share of the Master Tobacco Settlement Agreement is \$922.1 million through the year 2025.

With a hit such as this, funding for local tobacco use prevention programs such as Libby Community Interagencies was reduced by 54%. Valuable resources such as the Montana Tobacco Quit Line and the Montana Tobacco Use Prevention Resource Center were eliminated. Now add to this sorry state of affairs Libby's asbestos related issues. The synergistic effects of smoking and second hand smoke coupled with asbestos exposure increases the risk of lung cancer some 50-90 times.

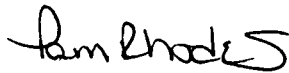
Is it possible for Lincoln County, possibly even Northwest Montana, to use the expertise and resources available through the EPA to implement a media campaign? The timing to unleash such a campaign seems to be ripe. People, at this point in time, may be more willing to hear this information as they begin to seriously look at decreasing not only their risk factors, but also the risk factors of loved ones, in developing asbestos related disease. With such a strong correlation between asbestos exposure and tobacco use (specifically

smoking) there is a sense of urgency in making available to the citizens of Lincoln County as many resources as possible to improve their likelihood of quitting.

Wendy is familiar with the materials used in the media campaign mentioned and would be able to answer questions regarding that. For further clarification or other questions, please do not hesitate to contact me.

Thank you in advance for your consideration of this request.

Sincerely,

A handwritten signature in black ink, appearing to read "Pam Rhodes", with a stylized flourish at the end.

Pam Rhodes

Tobacco Use Prevention Coordinator

cc: Wendy Thomi
Kristy Miller
Paul Peronard